

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION
AND CESSATION EXECUTIVE BOARD MEETING
AUGUST 19, 2004**

Mrs. Susan Crosby, Chairwoman, called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:00pm, in the 2nd Floor Conference Room, ISTA Building, 150 West Market Street.

Mrs. Crosby called for introductions of all Executive Board members, Advisory Board members, ITPC staff and public. The Board welcomed three new members: Susan Crosby, Women in Government; David Austin, D.D.S, Pike Family Dentistry; and Victoria Champion, PhD., the American Cancer Society.

Mrs. Crosby called for the approval of the minutes from the February 19th meeting. A motion to approve the minutes was made by Dr. Feldman, seconded by Dr. Keen. Motion approved.

July 30, 2004 Financial Report

Mrs. Bates gave the financial report for the period ending July 30, 2004. Mrs. Bates also provided a handout with the current year actual and estimate of expenditures. Motion to approve the financial report was made by Dr. Keen, seconded by Dr. Feldman. Motion approved.

Action Items

Mrs. Sneegas gave the Regional VOICE Hub Grant review recommendations. She also provided some background information about VOICE and the recent RFP for VOICE hubs.

A report for funding the Regional VOICE Hub Grant recommendations was given by Mrs. Gaillard.

Recommendations for Executive Board Approval- Regional VOICE Hub

- University of Evansville- Southwest Indiana
- YMCA of Southern Indiana- Southeast Indiana
- Geminus Corporation- Northwest Indiana

Recommendations for Executive Board Approval with modifications-Regional VOICE Hub

- Smokefree Allen county, Inc.- Northeast Indiana

Motion to approve the above listed recommendations made by Dr. Keen, seconded by Dr. Jay. Motion approved.

At the February 2004 Executive Board Meeting, the Board approved allocating up to \$70,000 in unspent community funds to be used for consulting services for the planning and facilitation for the development of the next five-year comprehensive tobacco control plan for Indiana.

Staff solicited three proposals. They were:

Health Evolutions, Inc.
Indianapolis, Indiana
\$35,000-\$40,000

Sarah. R. Shaughnessy
Indianapolis, Indiana
\$50,200

Kathleen Hart
Harty KC & Associates
St. Paul, MN
\$90,000

It is recommended that ITPC Staff engage a contract with Health Evolutions, Inc. to begin a new strategic planning process for the next five-year comprehensive tobacco control plan for Indiana.

Motion to approve said recommendation was made by Dr. Jay, seconded by Dr. Snell.
Motion approved.

Evaluation Report

Dr. Stephen Jay provided the report from the evaluation committee that met earlier in the day. Dr. Jay shared updates on three key surveys. Youth Tobacco Survey: ITPC is gearing up for the next youth tobacco survey, which begins the Fall 2004. This will be the third YTS for Indiana. Participation from schools statewide is critical to the success on this data collection. These data on youth are very important to continue to show the impact tobacco prevention programs are making in Indiana. Adult Tobacco Survey: ITPC is also planning for the second adult tobacco survey for November-December this year. This data collection will allow comparisons with the baseline data collected in 2002. Media Tracking Survey: Finally, Dr. Alec Ulasevich from AIR presented some findings from the fourth Indiana Media Tracking Survey that was conducted during May 2004.

Dr. Jay also directed board members to items in their packets that highlighted two research articles published in the spring of 2004. One study is on the reduction in heart attacks due to smoke free ordinance in Helena, MT and the other on the disparities in smoke-free workplace policies among food service workers. This study ranked 38 major occupations on the basis of protection from secondhand smoke exposure through smokefree policies. Of all occupational groups, food service workers are the least protected from secondhand smoke exposure at their workplace.

Media Report

Bruce Bryant with Promotus Advertising provided the following highlights from the Indiana Black Expo Summer Celebration.

- There was a smoke free night during the Universoul Circus
- ITPC was on the Tom Joyner Morning Show (a national radio show)
- ITPC was represented by three booths at the Expo
 - One was in the exhibit hall
 - One was in the health fair
 - One was the IBE Commit to Quit booth
- ITPC sponsored the Gospel Explosion Concert
- ITPC sponsored the free Music Heritage Concert featuring Babyface
 - Over 40,000 attended
 - The VIP section was entirely smoke free.

Mr. Bryant also noted that ITPC has partnered with Indiana Black Expo, Martin University and Radio One to create the Commit to Quit Cessation Campaign. They are about halfway through the campaign and have had a tremendous response. There will soon be projects in Fort Wayne, Evansville and Lake County.

Harry Davis with MZD Advertising gave a brief summary of the Regional Media workshops that were held all over the state for ITPC partners.

Margaret Davidson with MZD Advertising discussed the Breathing Room promotion currently in progress, and provided a sample for the Executive Board to see.

Ms. Davidson also touched on some highlights from the 3rd Annual Tobacco Free Day at the Indiana State Fair:

- The VOICE Extreme Air show featuring Tony Hawk. There were a total of 11,000 in attendance.
- Rick Stoddard's participation in the day's events.
- Program insert handed to all that entered the fair that day
- All State Fair employees received a "SmokeFree" Guide, and were offered help with quitting.
- There were a total of 11,000 who attended the VOICE Extreme Air Show.

Tobacco Free School Resources and Report

Ms. Sneegas provided an update on recent school districts that have passed 100% tobacco free school policies.

Staff Report

- The Annual Report is due to the Indiana Legislature by September 1, 2004, and will be available on the ITPC website.
- Troy Rork with M-Plan announced that all state employees now have access to the cessation website hosted by M-Plan regardless of what insurance they carry.
- Phil Lehmkuhler has resigned his position with ITPC.
- Lori Peterson has resigned her position with ITPC.

- The MZD contract renewal has been approved.
- Special thanks to Bobby Keen and Pat Hart for their help with the State Fair.
- The 2nd Annual Partner X-Change agenda and highlights have been provided to the Board.
- A training Calendar has also been provided to the Board.
- Sue Sheridan with Martin University explained and provided information on the Commit to Quit Campaign.

Mrs. Crosby adjourned the meeting at 3:45pm.

The following Executive Board Members were present for all or part of the meeting:

Susan Crosby, Chairwoman
 Gregory Wilson, MD, Vice-Chairman (Ex-Officio)
 Karla Sneegas, MPH Executive Director
 Richard Feldman, MD
 Alan Snell, MD
 Phyllis Lewis for Dr. Suellen Reed (Ex-Officio)
 Stephen Jay, MD
 Nicholas Rhoad
 Jim Jones
 Robert Keen, PhD
 Peggy Voelz
 John Graydon Smith
 Victoria Champion, PhD
 Steve Simpson, MD
 Sally Shearer Fleck for John Hamilton (Ex-Officio)
 David Austin, D.D.S.

The following Advisory Board members were present for all or part of the meeting:

Olga Villa Parra
 Arden Christen, DDS

The following Executive and Advisory Board members were not in attendance:

Mohammad Torabi, PhD
 Michael Meyer
 Robbie Barkley
 Cecilia Williams (Advisory)
 Kiki Luu (Advisory)
 Diane Clements (Advisory)
 Heather McCarthy (Advisory)
 Bennett Desadier, MD (Advisory)
 Steve Montgomery (Advisory)
 Nadine McDowell (Advisory)
 Robert Arnold (Advisory)
 Kate Taylor (Advisory)
 Steve Guthrie (Advisory)

Agency Staff in attendance

Anita Gaillard, Director of Community Programs

Celesta Bates, Chief Financial Officer

Miranda Spitznagle, Director of Program Evaluation

Kristen Kearns, Contract Administrator

Becky Haywood, Executive Administrative Assistant

Julia Eminger, Regional Program Director for Central Indiana

Karen O'Brien, Regional Program Director for Southwestern Indiana

Kenneth Mayfield, Governor's Fellow

Agency Staff not in attendance

Lori Peterson, Director of Minority Programs

Dan Morgan, Regional Program Director for Southeastern Indiana

Jack Arnett, Regional Program Director for Northern Indiana

Others in attendance

Alec Ulasevich, AIR

Bruce Bryant, Promotus Advertising

Dick Huber, citizen

Drew Crockett, MZD

Shelley O'Connell, Smokefree Indiana

Missy Lewis, Indiana Academy of Family Physicians

Harry Davis, MZD

Margaret Davidson, MZD

Patricia Richards, American Cancer Society

Troy Rork, M-Plan

Susan Sheridan, Martin University